

Message Text

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FM AMEMBASSY CAIRO

TO SECSTATE WASHDC 9815

INFO AMEMBASSY ATHENS

AMEMBASSY DAMASCUS

UNCLAS CAIRO 1501

ATHENS FOR RTDO

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SUBJECT: US COMMERCIAL PRESENCE PAVILION AT THE CAIRO INTERNATIONAL
TRADE FAIR

REF: (A) CAIRO 0471, (B) STATE 20939 (NOTAL), (C) 75 CAIRO A-85
(NOTAL,

1. EMBASSY APPRECIATES DEPARTMENT'S COMMENT THAT STRONG COMMERCIAL
SHOWING IN THIS YEAR'S US PARTICIPATION IN THE CAIRO INTERNATIONAL
FAIR WOULD PERMIT CONSIDERATION IN 1977 OF COMMERCIALLY-ORIENTED
TYPE I EXHIBITION PLANNED AND OPERATED IN ACCORDANCE WITH
ESTABLISHED COMMERCIAL CRITERIA. OUR REMARK ABOUT
LIMITED APPLICABILITY AND LACK OF SUITABILITY OF THE COMMERCIAL
PRESENCE CAIRO PROGRAM (CPF) FOR TRADE PROMOTION IN THE MIDDLE
EAST IS BASED ON OUR EXPERIENCE WITH CAIRO INTERNATIONAL FAIR
IN 1975 AND THIS YEAR. CONTRARY TO THE IMPRESSION WE GAIN
FROM REF B, OUR PARTICIPATION IN 1975 CAIRO INTERNATIONAL FAIR
WAS NOT APPROACHED BY EMBASSY AS A "SHOW THE FLAG" EVENT, BUT AS
PRIMARILY COMMERCIAL PROMOTION (SEE REF C). ALMOST
SIX MILLION DOLLARS IN IMMEDIATE SALES PLUS ANTICIPATED
12-MONTH SALES OF OVER SEVEN MILLION DOLLARS FROM 1975
PARTICIPATION MORE THAN JUSTIFIED OUR PARTICIPATION ON
COMMERCIAL GOUNDS.

2. WE HAVE CONSISTENTLY RECOMMENDED THAT US PARTICIPATION
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IN CAIRO INTERNATIONAL FAIR BE TYPE I EXHIBITION. WE WERE
INFORMED THAT BECAUSE OF SHORT LEAD TIME, US PARTICIPATION IN

1975 EXHIBITION COULD ONLY BE UNDER CPF. FOLLOWING THAT EXHIBITION, EMBASSY RECOMMENDED THAT 1976 PARTICIPATION BE TYPE I EVENT (SEE REF C). NO FORMAL REPLY TO THIS RECOMMENDATION HAS YET BEEN RECEIVED.

3. OUR COMMENTS ABOUT LACK OF SUITABILITY AND APPLICABILITY OF CPF RELATE TO SUBSTANTIAL MODIFICATIONS IN CPT GUIDELINES WHICH WERE NECESSARY FOR LAST YEAR'S AND THIS YEAR'S PARTICIPATION. MODIFICATIONS HAVE BEEN SO GREAT THAT BOTH OF OUR PARTICIPATIONS IN CAIRO INTERNATIONAL FAIR CLOSELY APPROACH EFFORT FOR TYPE I EXHIBITION. RECRUITMENT OF EXHIBITORS HAS BEEN LARGELY ACCOMPLISHED BY USDOC AND (IN 1975) RTDO WITH EMBASSY ASSISTANCE. MOST OF THE PARTICIPANTS HAVE BEEN NEW-TO-MARKET. BOTH NEW-TO-MARKET AND OLD-TO-MARKET PARTICIPANTS HAVE HAD TO IMPORT ALMOST ALL ITEMS DISPLAYED. CONTRACTS FOR EXHIBITION SYSTEM CONSTRUCTION AND ERECTION HAVE BEEN AWARDED TO OUT-OF-COUNTRY CONTRACTORS. IN EFFECT, OUR PARTICIPATION IN CAIRO INTERNATIONAL FAIR HAS BEEN IN NAME ONLY WITHIN PARAMETERS OF CPF PROGRAM. IT IS IN THIS CONTEXT THAT WE HAVE PROPOSED DISCUSSION OF THIS TOPIC AT NEAR EAST AND NORTH AFRICAN COMMERCIAL CONFERENCE. EILTS

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